2026 Quarter 1

PERFORMANCE REVIEW



MASTER PLAN ALIGNMENT

Master Plan Goals:

- 1. Expand equitable access to recreation & cultural opportunities
- 2. Support health, wellness, and active lifestyles
- 3. Strengthen community through events and shared spaces
- 4. Enhance stewardship of parks, fields, and facilities

This Q1 report shows how performance data aligns with these strategic pillars.

EXECUTIVE SUMMARY

- Participation rebounded strongly in 2026 after steady 2024–25 levels.
- Aquatics & Swim Programs are key growth engines.
- Community Center rentals remain core cultural hubs.
- Field reservations rebounded sharply in 2026.
- Picnic rentals are stable but trending slightly down.

REGISTRATION



AQUATICS

- 2025: 4.015
- 2026: 6,027 (↑ 50% from 2025)
- Aquatics is the biggest driver of 2026 growth



CAMPS

- Participants: 1,480
- Growth from Previous Year: -16%
- Demand spiked in 2025, normalized in 2026



PERFORMING ARTS & KIDDIE KOLLEGE

- Performing Arts: 2024: 277 → 2026: 341 (↑23%)
- Growth from 2024 to 2026: +23%



HEALTH & FITNESS / SPECIAL INTEREST / SPORTS

- Health & Fitness: 149 → 248 (↑ 66%)
- Special Interest: 24 (2025) → 42 (2026, new growth area)
- Sports: 44 (2025) → 168 (2026, ↑282%)





- Major rebound in 2026 (especially Aquatics + Sports).
- Camps stabilized after strong 2025.
- Performing Arts & Kiddie Kollege showing consistent growth.
- Newer areas (Special Interest, Sports) gaining traction.

AQUATICS DROP-IN



REC SWIM (LARGEST DRIVER)

• 2025: 2,883 (↑ 7%)

2026: 10,363 (†260%)



LAP SWIM & ADULT PROGRAMS

- Lap Swim Drop-In: 148 → 235 → 305 (+106% over 3 years)
- Adult Rec Swim: 51 → 84 → 101 (↑ 98%)
- Aqua Aerobics/Exercise: 80 total in 2024 \rightarrow 172 in 2026 (\uparrow 115%)



OTHER CATEGORIES

• MEMO Drop-In: New in 2026 (124)



- Explosive 2026 growth → mostly from Rec Swim but supported by Lap Swim & Aqua programs.
- Strong adult engagement in fitness & swim programs.
- Opportunity: Sustain momentum by expanding capacity, staff, and marketing for 2026–27.



PICNIC RESERVATIONS

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OVERALL TOTALS

- 2024: 519 reservations
- 2025: 520 (flat, +0%)
- 2026: 478 (↓8%)



TOP RESERVED SITES (2026)

 Marina Park Areas – consistently among the highest (Area 1–16 combined = 177)



TRENDS

- Flat usage $2024 \rightarrow 2025$
- Slight dip in 2026 (possible weather, shifting to fields/indoor rentals)
- Demand spread across many sites vs. concentrated in only a few.



- Picnic reservations stable but declining in 2026
- Marina Park remains the anchor site
- Opportunity: targeted promotion of under-used sites (e.g., Halcyon, Floresta, Toyon)



FIELD RESERVATIONS



OVERALL TOTALS

- 2024: 303 hrs
- 2025: 193 hrs (↓ 36%)
- 2026: 418 hrs (116% from 2025)



BREAKDOWN BY MAJOR FIELDS

- San Leandro Ball Park: 133 hrs.
- Stenzel Fields: 136 hrs
- WMP Fields: 80 hrs.
- Thrasher Park: 69 hrs.



TRENDS

- 2025 decline reflects reduced demand or possible maintenance downtime.
- 2026 recovery driven by Stenzel & WMP Fields.
- Ball Park use is declining while neighborhood fields are rising.



- Healthy rebound in 2026 (+225 hrs vs 2025).
- Opportunity: Market Ball Park availability, expand partnerships with youth leagues, and monitor field conditions.



COMMUNITY CENTER RENTALS

OVERALL TOTALS

- 2024: 1,230 hrs.
- 2025: 1,571.5 hrs. (↑ 28%)
- 2026: 1,423.25 hrs. (↓9% from 2025)

MARINA COMMUNITY CENTER HIGHLIGHTS

- Multipurpose Room A/B/C: 810 (2025) → 214 (2026)
- Titan Auditorium: 267 (2025) → 272 (2026)
- Patio Room: 106 (2025) → 128 (2026).

SENIOR COMMUNITY CENTER HIGHLIGHTS

- Multipurpose Rooms: 181 (2025) → 417 (2026)
- Main Hall: 132 (2025) → 302 (2026)

- Community Centers remain a core community resource, totaling 4,225 rental hours in 3 years.
- MCC shows more fluctuation, SCC shows steady growth.
- Opportunity: Promote small/medium meeting rooms, tiered pricing, and balance demand across facilities.



THANK YOU

